

Claire Mull

PRODUCT & VISUAL DESIGNER

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I design products and ship them. **bakebook** was researched, designed, and built solo, and is live on iOS and Android. How it shipped: clairemull.com/how-i-use-claude

SELECTED WORK

bakebook Founder & Designer 2024–Present

RECIPE-DEVELOPMENT APP · LIVE ON IOS AND ANDROID · FREE TIER + BAKEBOOK+ SUBSCRIPTION

- Led 3 studies with 17 bakers that reframed the product from recipe storage to recipe development, directly shaping the Log Book and revision features.
- Designed and built an AI agent that creates and edits recipes and gives actionable feedback from context.
- Designed and built the app end-to-end; the rebuild went from restart to the iOS App Store in about 3 weeks.
- Designed **bakebook+** and its free tier around what the AI assistant costs to run.
- Designed recipe sharing as a growth loop: a shared recipe opens as a public page that creates accounts.

clairemull.com Designer & Developer 2026

PORTFOLIO · DESIGNED, BUILT AND SHIPPED

- Designed and built the site end-to-end in Next.js and React, with hand-written CSS and no utility framework.
- Meets WCAG 2.1 AA: every page measures zero failing elements at desktop and phone width, with a full keyboard pass.

EXPERIENCE

Blackbox Sandwiches Co-Owner & Designer Jan 2025–Present

INDEPENDENT RESTAURANT · BREAK-EVEN IN 7 MONTHS · 100 HEALTH SCORE · 5.0 ON GOOGLE

- Designed brand identity, website, menu system, catering materials, packaging, and dining-room experience.
- Grew the shop's following from zero to 1,500 on Facebook and 620 on Instagram in six months, as its voice.
- Built service systems for pickup flow, customer handoff, and kitchen workflow.
- Handed over in Feb 2026. Eight months on, the menu structure and kitchen zoning are unchanged, run by people who did not design them.

7shifts Business Development Representative (founding field team) Feb 2023–Feb 2024

- Designed the outbound cadences, prospect research, and AE/BDR handoff practices for a field team that started with no playbook.
- Talked with 40–50 operators daily, learning the workflows and pain points behind restaurant software.

SKILLS

DESIGN UX Design · Figma · Wireframing · Prototyping · Interaction Design · Visual Design · Illustration · Brand Identity · Information Architecture · Design Systems · Service Design

RESEARCH User Interviews · Usability Testing · Heuristic Evaluation · Cognitive Walkthroughs · Human Factors

TOOLS & BUILD Adobe Illustrator · Photoshop · InDesign · HTML · CSS · JavaScript · Firebase · Capacitor · AI-assisted development (Claude Code) · Prompt design

EDUCATION

Arizona State University Human Systems Engineering (User Experience) 2024–2027, expected